

IN THE CLAIMS

The claims as presented by the present response are set out below.

1. (currently amended) An offer and acceptance method comprising:

dynamically generating an offer for a product and/or service based on a revenue management policy, wherein the product and/or service is at least one of a perishable product and/or service and an underutilized product and/or service; and

pushing the offer to a customer via a wireless mobile device.
2. (original) The method as in claim 1, further comprising:

receiving a customer request for the offer.
3. (original) The method as in claim 1, wherein generating the offer further comprises:

using an intelligent agent to generate the offer.
4. (original) The method as in claim 1, wherein generating the offer further comprises:

generating an offer package having a plurality of options.
5. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on customer profile.
6. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on customer preferences.
7. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on a predicted behavior of the customer.

8. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on a customer's perceived value.

9. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

taking into consideration no-shows.

10. (currently amended) The method as in claim 1, wherein the ~~generated offer is also based on the real-time location of the customer~~ policy is generated using a revenue management policy.

11. (original) The method as in claim 1, wherein the policy is generated using heuristics.

12. (original) The method as in claim 1, wherein the policy is generated using an expert system.

13. (original) The method as in claim 1, wherein the policy is expressed in business rules.

14. Cancel.

15. (currently amended) The method as in claim 1 ~~14~~, wherein dynamically generating the offer comprises:

using environmental parameters.

16. (original) The method as in claim 4, further comprising:

generating a plurality of offer packages, each offer package directed to a target customer/customers.

17. (original) The method as in claim 4, further comprising:
- receiving a customer's selection; and
- updating a customer profile based on the selection.
18. (original) The method as in claim 1, further comprising:
- negotiating the offer with a customer's intelligent agent.
19. (currently amended) An offer and acceptance apparatus comprising:
- means for dynamically generating an offer for a product and/or service based on a revenue management policy, wherein the product and/or service is at least one of a perishable product and/or service and an underutilized product and/or service; and
- means for pushing the offer to a customer via a wireless mobile device.
20. (original) The apparatus as in claim 19, further comprising:
- means for a customer to request the offer.
21. (original) The apparatus as in claim 19, further comprising means for generating the policy coupled to the offer generating means.
22. (currently amended) The apparatus as in claim 19, wherein the generated offer is also based on the real-time location of the customer ~~offer generating means further comprises: means for dynamically generating the offer.~~
23. (original) The apparatus as in claim 19 further comprising means to transmit the offer to the customer.
24. (original) The apparatus as in claim 19, further comprising:
- means for the customer to negotiate the offer.

25-43. Cancel.

44. (New) A server having one or more programs operational thereon for performing all or a portion of an offer and acceptance method, the method comprising:

dynamically generating an offer for a product and/or service based on a revenue management policy, wherein the product and/or service is at least one of perishable and underutilized; and

pushing the offer to a customer via a wireless handheld device.

45. (New) The server as in claim 44, wherein the method further comprises:

receiving a customer request for the offer.

46. (New) The server as in claim 44, wherein generating the offer further comprises:

using an intelligent agent to generate the offer.

47. (New) The server as in claim 44, wherein generating the offer further comprises:

generating an offer package having a plurality of options.

48. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on customer profile.

49. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on customer preferences.

50. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on a predicted behavior of the customer.

51. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on a customer's perceived value.

52. (New) The server as in claim 47, wherein generating the plurality of options further comprises:

taking into consideration no-shows.

53. (New) The server as in claim 44, wherein the policy is generated using heuristics.

54. (New) The server as in claim 44, wherein the policy is generated using an expert system.

55. (New) The server as in claim 44, wherein the policy is expressed in business rules.

56. (New) The server as in claim 44, wherein dynamically generating the offer comprises:

using environmental parameters.

57. (New) The server as in claim 47, wherein the method further comprises:

generating a plurality of offer packages, each offer package directed to a target customer/customers.

58. (New) The server as in claim 47, wherein the method further comprises:

receiving a customer's selection; and

updating a customer profile based on the selection.

59. (New) The server as in claim 44, wherein the method further comprises:

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negotiating the offer with a customer's intelligent agent.

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